

DIGITAL AD SPECIFICATIONS AND MECHANICAL REQUIREMENTS 2009

Ship All Material To:

METROPOLITAN HOME - PRODUCTION DEPARTMENT
43rd floor, 1633 Broadway, New York, NY 10019

NOTE: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three (3) months unless directed otherwise.

For Assistance Call:

PRODUCTION MANAGER: Ellen Letcher
212-767-6532 or eletcher@hfmus.com
FAX: 212-767-5603/04

Acceptable File Formats:

PDF/X-1a – which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CYMK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%, as well as other characteristics. This format is acceptable for full and partial pages. Trapping is the responsibility of the file provider. Further information about PDF/X – 1a can be found at www.pdf-x.com.

Unacceptable File Formats:

Other file types – such as Postscript, TIFF, EPS, native Photoshop files, or native application files such as Quark, InDesign, Pagemaker, Illustrator, Freehand, etc. - are unacceptable because they introduce possibilities for error.

To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both the Mac and Windows OS.

Proof Specifications:

Kodak Approval; Imation Matchprint Digital Halftone; or other SWOP certified contract proof. All contract proofs must be made according to SWOP standards including color bars. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at www.swop.org.

In Addition:

Please supply two content (laser) proofs which are an identical match to the furnished file.

NOTE: This will allow HFM to ensure content integrity.

Acceptable Media:

CD; MASS TRANSIT FTP, or WAM!NET. You can quickly set up your own Wam!Net account at <http://wamgate.com>. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A contract proof must follow the next business day.

Ink Specifications:

4/C process. Match colors available.

Binding Specifications: Perfect bound; jog to foot.

Printing Method: Web offset.

For Supplied Insert Information Call:

Ellen Letcher - 212-767-6532

NOTE: Since out-of-specification material could negatively impact the quality of reproduction, all advertising material furnished out-of-specifications will result in an additional charge of \$150.

All Sizes Are Width Times Depth	Non-Bleed Width x Depth	Bleed Width x Depth	Trim Size Width x Depth
Full Page	7 ⁵ / ₁₆ x 10	9 ¹ / ₄ x 11 ¹ / ₈	9 x 10 ⁷ / ₈
² / ₃ Page Vertical, 2 Col	4 ⁵ / ₈ x 10	5 ⁵ / ₁₆ x 11 ¹ / ₈	5 ³ / ₁₆ x 10 ⁷ / ₈
¹ / ₂ Page Horizontal, 3 Col	7 ⁵ / ₁₆ x 4 ⁷ / ₈	9 ¹ / ₄ x 5 ⁹ / ₁₆	9 x 5 ⁵ / ₁₆
¹ / ₂ Page Vertical – 1 ¹ / ₂ Col Regional Only	4 x 10	–	–
¹ / ₂ Page Digest	4 ⁵ / ₈ x 7 ³ / ₄	5 ⁵ / ₁₆ x 8 ³ / ₈	5 ³ / ₁₆ x 7 ¹⁵ / ₁₆
¹ / ₃ Page Square – 2 Col	4 ⁵ / ₈ x 4 ⁷ / ₈	5 ⁷ / ₁₆ x 5 ⁹ / ₁₆	5 ³ / ₁₆ x 5 ⁵ / ₁₆
¹ / ₃ Page Vertical – 1 Col	2 ⁵ / ₁₆ x 10	3 ⁵ / ₁₆ x 11 ¹ / ₈	3 x 10 ⁷ / ₈
¹ / ₄ Page Vertical – Regional Only	4 x 4 ⁷ / ₈	–	–
¹ / ₆ Page Vertical	2 ⁵ / ₁₆ x 4 ⁷ / ₈	–	–
2 Page Spread	16 ¹ / ₄ x 10	18 ¹ / ₂ x 11 ¹ / ₈	18 x 10 ⁷ / ₈
¹ / ₂ Horizontal Spread	16 ¹ / ₄ x 4 ⁷ / ₈	18 ¹ / ₂ x 5 ⁹ / ₁₆	18 x 5 ⁵ / ₁₆

Live matter SAFETY - leave 1/4" from all TRIM edges. Gutter safety for TYPE – 1/8" – 3/16" from each side of spread center